



Embrace the Taste of Paradise with Breckenridge Brewery's Refreshing New 'Juicy Oasis Fruited Hazy IPA'

January 25, 2024 at 7:00 AM EST

LITTLETON, Colo., Jan. 25, 2024 (GLOBE NEWSWIRE) -- [Breckenridge Brewery \("Breck Brewery" or "Breck Brew"\)](#), a subsidiary of **Tilray Brands, Inc.** ("Tilray" or the "Company") (NASDAQ: TLRY and TSX: TLRY), is thrilled to introduce its latest beer – the [Juicy Oasis Fruited Hazy IPA](#). Kicking it up a notch with a fruit-forward taste and powerful 9.6% ABV, this beer is bursting with the smooth blend of Pineapple and Passionfruit and uses real agave nectar – perfect for both the avid hazy IPA enthusiast and the fruit-minded beer drinker. The launch of Juicy Oasis builds on Breck Brew's success with Hazy IPAs and is a new take on last year's Imperial Watermelon Lime Agave Wheat brew now with a more luscious tropical essence.

"We've had several very successful Hazy IPAs over the years, but we're excited to combine hints of agave nectar – an ingredient derived from our [popular Agave Wheat](#) – alongside tropical fruits, making an IPA that is really sensational," explained Carl Heinz, brewmaster of Breckenridge Brewery. "Our new Juicy Oasis Fruited Hazy IPA is bigger and bolder than our traditional brews but will appeal to a broad range of beer drinkers. With the growing demand for high ABV IPAs across the country, we felt like we had a winning liquid on our hands that needed its own name – hence Juicy Oasis."



Photo Courtesy of Breckenridge Brewery

True to its name, Breck Brew's Juicy Oasis Fruited Hazy IPA beer creates a momentary oasis that is perfect for sipping in the Colorado sunshine – whether it's after a day on the slopes, poolside, or around a campfire. Juicy Oasis Fruited Hazy IPA is now available at Breckenridge Brewery, sold in 12oz and 19.2oz cans at most retail locations throughout Colorado. For more information on availability, refer to Breck Brew's [Beer Locator](#).

Must be legal age to consume. Always sip responsibly!

About Breckenridge Brewery

Breckenridge Brewery opened its doors in 1990 in the active ski town of Breckenridge, Colorado. What started as a small brewpub has grown into one of the largest breweries in the U.S. The original brewery still serves its craft beer and delicious pub fare at a high altitude. The production brewery outside of Denver sends beer to 49 states and offers tours, dining, and a welcoming Colorado beer garden experience. With a focus on balanced, approachable, and interesting beer, the brewery's portfolio contains classics like Vanilla Porter, Avalanche Amber Ale, Agave Wheat, Strawberry Sky, and Hop Peak IPA, along with a variety of specialty beers that include seasonals, barrel-aged beers, the Brewery Lane Series, and a nitrogen-charged canned series.

To learn more about Breckenridge Brewery, visit www.breckbrew.com and follow [@breckbrew](#) for more information.

Breckenridge Brewery is a subsidiary of Tilray Brands, Inc. (NASDAQ: TLRY and TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life.

For more information about Tilray Brands, visit www.tilray.com and follow [@tilray](#) on Instagram, Twitter, Facebook, and LinkedIn.

Forward-Looking Statements

Certain statements in this communication that are not historical facts constitute forward-looking information or forward-looking statements (together, "forward-looking statements") under Canadian and U.S. securities laws and within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are intended to be subject to the "safe harbor" created by those sections and other applicable laws. Forward-looking statements can be identified by words such as "forecast," "future," "should," "could," "enable," "potential," "contemplate," "believe," "anticipate," "estimate," "plan," "expect," "intend," "may," "project," "will," "would" and the negative of these terms or similar expressions, although not all forward-looking statements contain these identifying words. Certain material factors, estimates, goals, projections, or assumptions were used in drawing the conclusions contained in the forward-looking statements throughout this communication. Forward-looking statements include statements regarding our intentions, beliefs, projections, outlook, analyses, or current expectations. Many factors could cause actual results, performance, or achievement to be materially different from any forward-looking statements, and other risks and uncertainties not presently known to the Company or that the Company deems immaterial could also cause actual results or events to differ materially from those expressed in the forward-looking statements contained herein. For a more detailed discussion of these risks and other factors, see the most recently filed annual information form of Tilray and the Annual Report on Form 10-K (and other periodic reports filed with the SEC) of Tilray made with the SEC and available on EDGAR. The forward-looking statements included in this communication are made as of the date of this communication and the Company does not undertake any obligation to publicly update such forward-looking statements to reflect new information, subsequent events, or otherwise unless required by applicable securities laws.

Breck Brew Media Contact:

Courtney Lis
courtney@vocapr.com

Tilray Brands Media:

Kaitlin Macapagal
news@tilray.com

Tilray Brands Investors:

Raphael Gross
(203) 682-8253
Raphael.Gross@icrinc.com

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/925fa210-48be-41ec-a221-f9db7c847f3e>



Source: Tilray Brands, Inc.

Into the Tropics: Introducing Breck Brew's New Juicy Oasis Fruited Hazy IPA



The newly released Juicy Oasis uses real agave nectar to create the fruity, hazy brew.